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How Much Obligation?

M. L. WILSON, Director of Extension Work

■ How much obligation rests on extension workers in helping rural people to understand the critical issues of the day?

Democracy was once taken for granted, but today it is being reexamined. Just what is democracy? Which of its elements are we most anxious to defend and preserve? Many thoughtful people are giving the matter consideration. For example, *In Defense of Democracy* by Frank Murphy and *This Credo for Democracy* by Archibald McLeish come to mind. Many other articles of faith are printed in magazines, newspapers, pamphlets, and book form every day in the week. Americans are thinking about their way of living. They know that democracy is facing an efficiency test. They are interested in having America show the world that democracy can be efficient.

Much excellent material is available, and it has been given wide distribution; but the average man needs more than reading. He needs more than the mere presentation of facts as every extension worker knows. He needs to participate—to learn by doing.

The Heart of Democracy

Participation by citizens in policy making is the heart of democracy. The challenge of democracy is whether the common man and woman can understand changing situations quickly enough to meet them effectively. This is a challenge to extension agents, to educators, to leaders in every field of endeavor. It is a challenge and an obligation.

To meet this challenge, extension agents have an invaluable fund of experience in working with farm people and some new resources in the way of Government programs.

Among these resources I should like to mention particularly land use planning. Land use planning committees can be a direct link between the discussion, planning, and action of farmers themselves, and the discussion, planning, and action of responsible administrators. Land use planning is a means by which the county planning committee and the representa-

tive agencies of the State and Federal Governments can agree on a coordinated farm policy for the county with important economic and technical facts before them. They can arrive at decisions which lead to a sensible adaptation of public action programs to varying local conditions. Thus the thinking of farm people becomes a regular part of the functioning of action programs, helping to bring about the adjustments which will contribute more to the immediate and long-time interests of rural people.

However, the discussion of the problems of public welfare is not confined to land use planning meetings, as the many articles in this number show. Meetings of home demonstration clubs, 4-H Clubs, rural youth groups, farmers' organizations and every occasion on which farm people get together can be used to discuss defense, citizenship, democracy, and the pertinent issues of the day.

I was interested in the discussion on industry, labor, and agriculture at the annual meeting of the American Farm Bureau Federation recently. Similar conferences of farmers and businessmen, rural and urban representatives of men and women's organizations, and city and farm youth are being held now in every State of the Union. It is one of the encouraging signs of the times.

Yes; this activity is an encouraging sign of the times, but only a sign to show the way. Discussion opportunities are open to the thousands, but it is the millions who must act with intelligent understanding if democracy is to be effective.

A third of the population live in rural areas. They have usually served as a strong stabilizing influence in national affairs. They can act as a stabilizing force in 1941 if their decisions reflect an understanding of the general welfare—of how the situations affecting agriculture will react on all the people.

What obligation do extension agents have in helping rural citizens to reach such an understanding? It seems to me it is in the field of wider recognition of important social problems. Farm people are feeling the need for more factual information

about these matters and for more frequent opportunities to discuss them with their fellows. The extension workers can help them get the information they want; help them learn the techniques of a skillful discussion leader; help them organize for regular discussion; and demonstrate to them the possibilities in discussion.

We in Washington have given a great deal of thought to how best we can support county extension agents in their efforts toward more and better discussions on affairs of public importance. The matter kept coming up at our annual extension staff conference in December—in connection with land use planning, with reaching low-income groups, with the extension role in nonmilitary preparedness, and in other phases of our work.

The Most Important Topics

In this present emergency we agreed that discussion is a potent means of education for democracy—an effective way of making facts understandable and usable. Extension has always been a democratic institution, and discussion has occupied an important place in the procedure when new ideas were to be introduced. The present situation calls for more and better discussions and calls for them now. Because we believe this, we recently brought together a group of scholars who have given much thought to public affairs, that they might outline for extension workers some of the topics which they believe need better understanding at this time. You will hear more about these topics later, and I believe that the thoughtful considerations of these eminent people will be a definite help to all of us.

The success of democracy depends upon the degree of enlightened participation of all the people. The effectiveness of such participation depends upon how well we can make the essential facts understood. We have made a beginning in our land use planning meetings, in our AAA educational meetings, in rural-urban discussion groups and in our many other activities.

The obligation of extension workers in this is a matter for thought by all of us.

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EXTENSION SERVICE, U. S. DEPARTMENT OF AGRICULTURE, WASHINGTON, D. C. • M. L. WILSON, Director • REUBEN BRIGHAM, Assistant Director

Land Use Planning Aids National Defense

J. D. MONIN, Jr., In Charge Land Use Planning, Extension Service, Missouri

■ In October 1940, when the United States Army selected a site of 20,000 acres near Weldon Spring, Mo., for an ordnance plant, it was the natural thing for the community land use planning committee to put the problem up to the St. Charles County land use planning committee as to what should be done. Many stories were finding their way around and many half-truths were causing people to get unduly excited. These committeemen knew that was unnecessary. If the Army were going to purchase the site, that was all right. But why should not people be informed and the task done in an orderly manner?

The State land use planning committee called on the Missouri Experiment Station, Agricultural Extension Service, and Bureau of Agricultural Economics, for all available aid. These agencies asked representatives from the Soil Conservation Service, Farm Security Administration, and Agricultural Adjustment Administration to meet with the community land use planning committee, the county land use planning committee, and a consultant of the Advisory Commission to the Council of National Defense. These problems divide themselves into two groups—those of the people and those of the agencies who were to help.

The problems of the people were: (1) Has the area definitely been decided? (2) If so, is R. Newton McDowell authorized to option this land from us for the Army? (3) What is the procedure to be followed in the optioning? (4) When will I get my money? (5) When will I have to move? (6) What would the tenant get? (7) Where will we move to? (8) What will we do with livestock and machinery on so quick a move?

The problem of the agencies was—how many people are out there and what is their economic condition?

At this meeting the decision was made to hold a general meeting in the area to discuss these questions. The agencies agreed to co-ordinate their available manpower and make

a survey of each family giving information as to what problems could be expected in moving out and the help that would be needed from the agencies, or any other available source.

The meeting was held on the night of November 26 with about 1,000 persons present. After the questions listed had been answered by the agent for the United States Army, other questions were asked from the floor. The survey was explained and the reason for taking it given.

This survey revealed that 81 families needed no help, 12 families needed help to purchase land sufficient to make a living, 37 needed help in locating a farm, 32 needed help to locate nonfarm residence, 46 needed help to locate work, 32 needed financial aid for moving, and 15 needed help for subsistence for the family. Then there were the other things, such as, baling of hay, sacking of grain, trucks for moving, temporary residences, work list for labor, caring for livestock outside the area until permanent location could be secured, which for many would be March the first, because that is the date farm leases are up in Missouri, or commonly called Missouri moving day.

Following the summary of the survey, a conference was held on November 26 of Missouri representatives of the Bureau of Agricultural Economics; the regional director, a member of the Legal Division, State director and county supervisors of Farm Security Administration; representatives of Farm Credit Administration; county extension agent; home demonstration agent; and Rev. Fr. William Pezold of Cottleville, Mo. At this time in analyzing the cases, 39 were turned to Farm Security to look after, 31 to Employment Service, 17 to county extension office, 12 to Social Security Committee, 5 to Farm Credit Administration, and 80 needed no assistance except for what questions they may want to ask of the land-use planning committee or county extension office as to the location of farms, or such information.

The problem of temporary and permanent location was well met when 113 land-use planning committeemen, 94 soils and crops committeemen, and 15 Agricultural Adjustment Administration committeemen living in the county, sent in the location of every available vacant house in St. Charles County with the facts about its condition, storage, and barns. Farms from all over Missouri and adjoining States were listed at the county agents office, giving the location and equipment. This has saved many miles of traveling and the selling of much livestock and machinery.

The problem of moving meant contacting the Highway Commission in regard to licenses for farm trucks for moving. Available trucks were listed. Boxes, storage cases, and sacks were collected. As to the problem of work, the names and addresses of all hireable persons have been listed with contractors and employment agencies. What to do with livestock has been answered by many farmers offering to keep them for a small fee. The farmer keeping dairy cows pays the owner for milk produced while the cows are being kept.

So that the tenants may get their full share, a legal agreement was made with the owner, at the time the option was taken, the agent for the Army agreeing to pay the tenant direct when the money for the farm was received from the Government.

Two community sales were held for the surplus materials that farmers did not want to move.

The Farm Security Administration has made loans and grants to people to move if they are in the economic bracket making such action permissible. Some special rulings were necessary. Other agencies also made special dispensations to meet the emergency. The United States Army, under the procurement division, has tried in every way possible in consideration of their position to deal fairly with all people concerned.

Where To Apply the Effort

J. M. NAPIER, Extension AAA Agent, South Carolina

"We must now plan to reach with an effective farm program a much larger percentage of farm families through the combined efforts of all interested agencies than was formerly possible with the facilities available," said Director D. W. Watkins. In his efforts to carry out Director Watkins' instructions, J. M. Napier, pioneer county agent and now Extension AAA agent, evolved a new approach which has been welcomed with enthusiasm by South Carolina extension workers.

■ It is felt that a more effective approach to better farm living among deficit food families in South Carolina is being made by the State extension service and the State Triple-A organizations than has been made in former years. In an effort to develop a more effective method in reaching these families, South Carolina is making a new approach to this old problem. The method is based on the cooperation and coordination of certain phases of activity of the two State organizations mentioned, coupled with the enlistment of local volunteer leadership among farm people.

A widespread adoption of a live-at-home type of farming was the fundamental principle on which Dr. Seaman A. Knapp founded the farm demonstration work. Thinking farm people and farm leaders have always recognized the soundness of this type of agriculture. Many of them have "campaigned" through the years to bring about a more widespread adoption of the practices which make for better farm living. Their tools or avenues of approach have consisted mainly of demonstrations, meetings, news articles, and circular letters.

For some years there has been a growing feeling that a more effective approach was desirable in presenting the live-at-home idea to farm people. Some have felt that the question has been discussed and written about so often that all hands concerned, farm people, editors, extension workers, and others have sometimes been bored by the almost endless repetitions of this subject. It has reached this almost threadbare state primarily for the reason that in the vast majority of instances agricultural leaders have had to deal mostly in generalities. On the whole they have dealt with farm people as a group and not with individual farm families who were deficient in food production. They have had to fire broadside shots into the brush, rather than being able to aim at the individual in the open.

On this point I do not wish to be misunderstood. I know that much good has been accomplished through the established extension methods already mentioned. The results attained in South Carolina and other States in the live-at-home programs have been well worth all the efforts expended.

In our new method of approach definite facts have been collected on food production and nonfood production covering more than 95 percent of the farm families of the State. As a result, the Extension Service and the State Triple-A know which families are producing the various staple food crops; they know those families which are not producing certain food crops; they know the amount produced; they know where they live; they know whether they are landowners or tenants, and if they are tenants they know the landowner's name. Based on these facts, extension workers and volunteer local farm leaders are making their approach and recommendations for better farm living. These facts were obtained as the result of cooperation between the South Carolina Extension Service and the State AAA.

The two organizations entered into a cooperative agreement in January 1940 and jointly employed a county agent to head up extension educational activities in connection with the Triple-A program in the State. One phase of this work resulted in a food-crop production survey being made by the Triple-A performance supervisors at the time of checking performance.

Previous to this a report form carrying the Triple-A work sheet serial number covering the farm in question was prepared which provided for ascertaining the following information: Names of landowners, renters, sharecroppers, or wage hands in blank county who are producing in 1940 for home use all, a part, or none of the following food and feed needs: corn, wheat, vegetables, sweetpotatoes, Irish potatoes, sirup, meat, milk, poultry, and improved pastures. In addition the report

provided for type of tenure of family surveyed, post office, name of community, and number of children in family. In the case of nonlandowners the name of the owner was ascertained.

A preliminary analysis covering more than 122,000 farm families shows among other things that in 1940, 12 percent of them planted no corn, 66 percent no wheat, 73 percent no sorghum, and 30 percent no sweetpotatoes. It was also found that 40 percent of the families had no milk cows and 20 percent had no hogs to kill.

After a representative sample of the survey sheets had been received in the county office, the extension agents summarized the results and presented them to their county program planning committees. At that time, the planning committees and the agents selected a small group of key workers in each community. A few days later these were called together in a county meeting and pertinent facts were presented to them relative to the situation in the county as a whole.

The next step was for the local leaders to sponsor a meeting in their respective communities of all farm families in that vicinity. The extension agents presented a summary of the facts as related to that community and pointed out the patriotic, economic, and nutritional importance of each family adopting a plan of farming which would result in better farm living. All deficit food families present were given an opportunity to sign a simple pledge card stating in effect that they would cooperate by planting either or both winter vegetables and wheat.

To prevent dissipation of efforts and concentrate on the immediate problems at hand, it was thought best that all attention should be directed for the time being to those crops that should be planted in the fall months, namely, winter vegetables and wheat. It is planned to approach the seeding of all crops on a seasonal basis. After giving those present an opportunity to sign a pledge card, the general meeting was adjourned, but the key workers remained. To this latter group the names of the deficit families who had not signed a pledge card were given. From this point on the local leaders began to contact those whose names they had selected.

It was realized in the beginning that the success of this method of approach would depend largely on the organizing ability of the county extension agents. It was also anticipated that the volunteer leaders must not only be interested and public-spirited individuals

but they must also possess tact, originality, and ingenuity.

In short, they must be able to devise plans and suggest to the deficit families ways and means of getting a job done.

To illustrate this point, a certain community had not produced any sirup during the past several years. It was pointed out that this was due to the fact that the man who formerly operated a sirup mill in that community had died, the mill had disappeared, and no one in the area now had either the facilities or skill to cook sirup. Some of the local leaders suggested that a cooperative order be placed for seed cane; that a mill and vat be purchased; and that someone be engaged who understood processing sirup. These ideas have since been crystallized into a definite plan by this group of volunteer workers.

Forum Discussion Crystallizes Problems

HUGH A. FRANDSEN, County Agent, Brookings County, S. Dak.

■ No problem pertaining to agriculture is too great or too small for the Brookings County Agricultural Forum. In addition to agricultural topics, the problems of labor, religion, economics, education, and other subjects that capture the interest of the forum members have appeared on the programs.

Although each meeting is closed with a summary of the discussion it is the purpose of the members not to come to any definite conclusion on any problem but to create a better feeling and understanding regarding the viewpoints of others.

The well-rounded extension program enjoyed by Brookings County farm people at the present time is due largely to the work of the agricultural forum. Through this organization the county livestock, crops, and forestry improvement associations were formed, and the subjects and opinions of the forum members, who represent nearly every township in the county, are always considered in preparing the program of work.

Crop-improvement work has expanded each year to such an extent that nearly every farmer in the county is reached through some phase of it. Demonstration plots, weed-control work, and the increasing of new varieties released from South Dakota State College station are activities of this organization. The Livestock Improvement Association has established the motto, "Better Sires for Brookings County" and holds a sire exchange day each year for the purpose of distributing better sires in the county and showing livestock men the importance of using good sires.

Through the Forestry Improvement Asso-

ciation several hundred dollars worth of trees have been purchased through different nurseries and the State department of agriculture. These trees have grown to beautify more than 200 farm homes and rural schools. Special prizes have been set up for rural schools showing the greatest improvement in school-ground beautification.

It has been impressed upon the local workers that this is not a fly-by-night undertaking, but that they constitute a definite and permanent group with a long-time job on hand. One of the most gratifying features of the plan has been the uncovering of latent leadership and development of new leaders.

The mechanics of this method of approach to better farm living is still in process of development and it is too early to attempt to make an appraisal of its value. South Carolina has had only a limited experience in the use of this new machine, yet those interested in its operation have already been able to make improvements. As time passes they feel that they will be able to make it smoother running and fill a worth-while place in furthering a program of better farm living among deficit food families.

It is a policy of the forum members to invite business men to certain meetings each year. The topic chosen for such meetings is one of interest to both businessmen and farmers, and it is felt that through a discussion of this type a better understanding is achieved.

Perhaps one of the reasons for the continued interest and attendance at the meetings of the forum, which was organized April 1, 1937, through the efforts of G. A. McDonald, Brookings County extension agent at that time, and a discussion group specialist from the Department of Agriculture is due to the fact that each meeting starts promptly at 8 o'clock whether anyone is present or not, Chairman Swenning declares. The discussion is continued for 2 hours, closing at 10 o'clock sharp, followed by refreshments of coffee and cookies.

John Swenning, long-time resident and farmer of Brookings County, was elected chairman at the first meeting and has served in that capacity at each meeting since. Chairman Swenning takes great pride in the fact that he has missed only one forum meeting since its organization, and then it was because he was out of the county. The democratic policy of this organization is expressed by the fact that a temporary discussion leader is

appointed for each meeting by Chairman Swenning. As the forum meets every other Thursday throughout the year each member has an opportunity to serve in that capacity. The organization has grown from the original 25 members who attended the first meeting to a group of more than 75 who attend various meetings throughout the year. The average attendance is 20.

One of the highlights in the history of the forum organization was a broadcast over the NBC hook-up during the National Farm and Home Hour in June of 1938. The topic discussed at this broadcast was "What do rural communities need most?" Many comments from listeners throughout the Nation were received by various individuals taking part in the broadcast. In addition to this the forum broadcasts occasionally over KFDY, the South Dakota State college radio station.

Another highlight in the forum history was a visit from John G. Crawford of Sydney, Australia, who was touring the United States getting information on farm leasing and agricultural policies. Mr. Crawford made a special visit to Chairman John Swenning's farm and discussed democratic policies of the forum and the methods used in creating interest in the organization with the intention of taking this information back to Australia with him.

Which Way for Rural Youth

■ Which Way for Rural Youth was the subject of a joint session of the American Association of Land-Grant Colleges and Universities, meeting November 12 in Chicago. The problems and interests of older rural youth were discussed by youth themselves as well as by State leaders of older rural youth. Esther Ekblad, a young woman from Kansas represented the Farmers' Union point of view; Dale Clay, an Illinois boy, spoke for the young people of the Farm Bureau; Johnson Lee Crapse, of South Carolina, spoke for the extension point of view; and Donald Cassens, of Illinois, spoke for the Grange youth. These points of view were checked against the observations and experiences of Jane Hinote, State club agent of Missouri; C. C. Lang, assistant State 4-H Club leader of Ohio; Hallie L. Hughes, State Girls 4-H Club agent of Virginia; Robert C. Clark, rural youth specialist of Iowa; Jane Maher, Milwaukee, Wis., State country life conference.

The topic, Which Way for Rural Youth, was presented under three main subheads: What are some of the problems of rural youth? What are some of the things that are being done to solve them? In what direction are rural youth moving?

This session was stimulating because it presented the problems of rural youth so vividly. The problems were presented not only by the youth themselves but also by those in close touch with their problems.

Colored Stills Are Better

CHARLES L. EASTMAN, County Agent, Twin County (Androscoggin and Sagadahoc), Maine

■ After some 25 years of taking pictures hit or miss, I have definitely come to the conclusion that I am no longer interested in just pictures. I am determined to get something that will attract attention, hold it, and tell the story. In pursuit of this idea, I purchased some good but very inexpensive books on photography, both stills and movies, studied such bulletins as were available, and began to put a little more thought into taking pictures, including composition, backgrounds, lighting, and similar problems of photography.

My experience in color began first with movies. In the beginning, neither the farm bureau nor the Extension Service had the money to buy motion-picture equipment. I bought a good second-hand movie camera for \$25 when the price of new ones was \$85 and up. Today an equally good camera can be bought for \$37.50 to \$39. I also bought my own projector. I planned to use them in extension work with a little personal stuff on the side.

I Try Color

On a vacation trip I purchased a couple of color films to try them out. The results were so good, the contrast so much better, the pictures so much more interesting and the details so very much better that I decided to try color in a little film strip camera which had been used for some years with good results for film strips. The lens in this camera happened to be a very good one but was not adjusted to color. Pictures were better than black and whites by far, but not good enough.

There did not seem to be any money available from the farm bureau and Extension to purchase a camera with a good lens adjusted to color; so again I bought my own.

The next problem was to get a suitable projector. A dealer offered to lend one of his best projectors for use in a series of organization and membership meetings. I told the committee groups that, if they liked the new color pictures and the projector well enough to do a little better than usual in their coming membership campaign, probably the projector could be bought from the increased membership fees. It worked!

Since then I have taken a complete series of colored photographs of wild ornamental shrubs, cultivated ornamentals, farm buildings and grounds to illustrate the better home-grounds project.

I have also taken pasture pictures, pictures to be used in high quality roughage work, and other subjects too difficult to be shown in black and white. Pictures of these difficult subjects are just ordinary in black

and white, but color shows the subject just as the eye sees it. Our farm bureau president said, "Your color pictures of our home grounds make them look better than they really are. I just don't understand how you do it."

Colored slides are not much more expensive than black and white film strips, and they have the decided advantage that one can rearrange them in any order desired. The colored slides are prepared by the manufacturers and the cost is included in the purchase price of the film.

Color is slower than black and white, and the exposure has to be longer and, in general, one should have bright sunlight. Avoid early morning and late afternoon pictures because they will have a reddish or a bluish tinge in the distance. Provided one has special filters for these rays, such pictures may be taken satisfactorily. But even without filters distance pictures in color are better than in black and white. As color is slower, it is all the more necessary to have an extra good lens and to use only a lens adjusted to color.

How do the people like colored pictures? Meetings are more interesting and they draw better crowds. The folks get the ideas better and they adopt more practices as a result of color pictures.

I have frequent calls to address the Grange. In general, I try to stick pretty close to our calling, but like many other speakers before mixed bodies of old and young, farmers and nonfarmers, find it a little difficult to keep everyone interested. The colored slides on home grounds have proved very popular; in fact, too much so.

There are two or three calls a week to show them to Granges. Perhaps the results before a mixed crowd for entertainment is not as good as before a group of business farmers and their wives, but in any group there are always several that are interested enough to do something about it. They request the agent for further information and for landscaping plans. I make new friends and make my work more effective. Though calls are numerous I am trying to accept them all because it seems so worth while.

It would take a most unusual speaker to approach the effect that even a mediocre speaker can secure with 15 or 20 good color slides.

To anyone contemplating the purchase and use of color equipment, I would say that a light meter is indispensable and preferably one of the photo-electric eye type. These are not always infallible but are good under most conditions.



What are the limitations of color other than expense and slower speed? I have found a couple by sad experience. The first one occurred when the forestry specialist saw a good honeysuckle shrub with the ornamental berries that it bears, he said, "Take that." Without thinking much about the foreground the agent got the picture. The honeysuckle bush and the berries were just splendid, provided you saw them, but the thing you really saw was an unmowed lawn and patches of dead grass which not only stood out in the foreground as in any black and white picture, but being in color it looked ten times as bad and as prominent as it would in black and white. In other words, you must use the very closest care in details of foreground and background because the slightest fault, either dead grass, a single weed, or a dead branch in your shrub, all are fatal to a good picture and stand out like the proverbial "sore thumb," only more so when color is used.

About the Blue Sky

We accidentally learned something about blues. In trying to show some beautiful sky effects projected on a screen of buff tint, I found them a very poor sea green. I may be wrong, but my interpretation is that the blue sky projected on a yellow background gives a greenish effect rather ghastly to behold if you are interested in really good pictures.

I should like to conclude by saying that if a county agent or anyone else is willing to take the time and trouble to learn to take really good pictures in black and white, color will prove worthy of their effort. If I did not believe this, I would not spend my own money on color pictures. And just one last word: Please do not get the idea that you can always take good pictures without a tripod or with one of these flimsy little affairs that will sway in the wind. Last of all, use a good beaded screen. Yes, it all costs money, but the results have made us glad that we spent it.

Rural-Urban Conference Brings Results

MILDRED KINGSLEY WELLMAN, Home Demonstration Agent, Rock Island County, Ill.

When the Secretary called 50 rural and urban women to Washington almost 2 years ago to discuss problems affecting the American home, he launched a movement which was timed for growth. More than 20 States have obtained help from the Department of Agriculture for one or more such conferences and undoubtedly there are many others not reported. Typical of a successful rural-urban discussion is this one in Moline, Ill., where both men and women put on a rousing good discussion.

■ Though it has been but a few months since our Moline rural-urban discussion conference, definite results are already appearing. The awareness of people in general that democracy is faced with challenge and the definite feeling that people themselves can take action to cope with the present situation is here whether as a result of the conference or as a factor which contributed to its success.

The six factors which I believe were responsible for the impression which our conference has made in the county are: (1) long and careful preparation, together with fine cooperation from all concerned; (2) the very wide representation of persons attending; (3) the fact that men were added to the group for the first time, thereby "stepping up" discussion; (4) equal participation by men and women in the discussion; (5) the fact that both professional and lay people have the ability to confer and to act together over their common problems; and (6) the fact that the Moline area, comprising four cities and five counties is a manufacturing center for farm implements with a close feeling of inter-relationship between rural and urban peoples.

I suppose the conference had its beginning in the fact that I was exceedingly impressed with the program which Dr. Carl F. Tauesch, of the United States Bureau of Agricultural Economics, and his assistants planned for the Illinois farm and home advisers' conference, in October 1938, at the University of Illinois College of Agriculture. Particularly impressive were the discussion sessions which were used as a means of bringing forth diverse views and of stimulating constructive thought upon controversial problems facing the American people.

Later several Rock Island county home bureau members participated in and heard panels and general discussion led by Drummond Jones, and they, too, looked forward to additional discussion opportunities.

As the rural-urban women's conferences developed, following the original one in Washington, they were watched closely by the women of the county, some of us even questioning Mrs. Elsie Mies, who attended the

original one. Subsequently, contact was made with the Division of Program Study and Discussion in the late fall of 1939. Our plans were approved by the Illinois Extension Service in agriculture and home economics in January 1940, and I was invited to be among the onlookers at the Illinois conference held in Bloomington, in February 1940, so that I could get first-hand information as to the techniques necessary in developing such a conference. Later Mr. Jones, who had conducted that conference, suggested that men be included in our conference, an experiment in this type of conference, and the first of its kind in the country.

In July 1940, the home bureau board appointed a committee of three—all women—which met twice. At the first meeting a list of names was compiled of approximately 30 persons from rural and 30 from urban areas. Great care was taken to have all walks of life represented—country, city, and village; farmers, homemakers, rural and urban youth, members of cooperatives, organized and non-organized agriculture and labor; representatives of various government agencies, such as A. A. A.; Extension Service; clients of the F. S. A., N. Y. A.; public schools; directors of relief; small business men, managers, capitalists, and professional people, such as doctors, county judges, and ministers; service groups, such as Y. M. C. A. and the chamber of commerce. This list was divided among the members of the committee, contacts to be personal, where possible, and the rest to be reached by a personalized circular letter explaining the aims of the conference and inviting attendance, also stressing that 2 days must be allowed. It was emphasized that the conference was purely educational, in no sense political.

The second meeting of the committee of three women was a check-up meeting on lists. Also, definite plans were made as to place for the conference and other necessary details. This meeting was attended by Mary S. Ligon, home adviser at large from the State extension service.

No further meetings of the committee were held, but a constant check was made by tele-

phone, to substitute and to make personal contacts, where necessary. The latter method was essential in obtaining organized labor, management, and capital.

A circular letter was sent to all persons interested about 3 weeks prior to the conference, giving exact plans. This was followed by "reminder cards" sent 5 days before.

I personally contacted the managers and farm editors of the local metropolitan papers, so that they would understand the aims of the conference. It was felt, of course, that part of the value of the conference would be lost unless the 200,000 people who comprise the population of this area knew of its broad objectives which were to gain understanding and cooperation between various groups. The press, which has always been very helpful, did an excellent job of high-class coverage.

Among the results which have already developed from the conference are the following:

A teachers' study group in northern Rock Island County changed its monthly meetings from book reports to discussion meetings on the problems facing the local village and rural schools.

A definite request has come from the labor representatives and other groups to train discussion leaders so that this type of program could be incorporated into their meetings.

Representatives from various women's groups are considering organizing a "Group Action Council" to serve as a coordinating agency in order to make the programs of their organizations more effective. A committee to plan for this is to meet in January.

Two rural youth groups have organized discussion units which meet monthly in addition to their regular organizational meetings.

A rural pastor, with the cooperation of the Extension Service, is developing a rural-urban discussion conference in northern Rock Island County.

A rural-urban youth conference is to be held in Moline in March.

■ At the Massachusetts Leaders' 4-H Camp, the discussions centered on various phases of a strong national defense program such as those concerned with "human conservation," and "retrimming our mental apparel." In Massachusetts, there was also developed a splendid technique for the discussion of better citizenship among club members by having them develop an "account with the United States" with three columns headed by "What I have received from the United States," "What I have repaid to the United States to date," and "Balancing my budget," or "What I have decided to do further in the repayment of my indebtedness to the United States."

Vegetable Growers Push Marketing in Twin Cities

■ Encouraged by the first year's progress and results, Minneapolis and St. Paul growers are eager to continue the Twin City vegetable marketing program which was set up last spring.

This vegetable marketing program was patterned after that of the Northeastern States. It was made possible through the employment of an assistant county agent, Ralph V. Backstrom, who works in several counties near the Twin Cities. Helping to direct his efforts was the Twin City Vegetable and Potato Council, also organized last spring, which is made up of County Agents K. A. Kirkpatrick, of Hennepin County, as president; and Robert Freeman, of Ramsey County, as secretary; officers of the Minneapolis and St. Paul producer's associations, as the executive committee; and D. C. Dvoracek, State extension marketing specialist, as adviser.

The principal objective of this program is to increase returns to growers by developing closer cooperation between growers and distributors so as to obtain a more orderly and efficient sale of vegetables, fruit, and potatoes produced in the area.

Promotional and publicity work to stimulate increased consumption of vegetables was accomplished through radio, newspapers, magazines, cooking schools, demonstrations, letters, and personal visits.

Efficient Distribution

By being informed on local market conditions, anticipated peaks and surpluses, growers and distributors were able to keep vegetables moving into consumption areas in a more orderly and efficient manner. Special merchandising campaigns were attempted so as to attain more effective distribution of peak production. Truckers were kept informed of local peaks and surpluses so that surpluses could be moved to other markets. The Surplus Marketing Administration cooperated through surplus buying and the Food Stamp Plan.

Growers believed that there was a need for marketing machinery to move more surplus vegetables to nonsurplus areas in the Northwest and in other sections where local supplies do not satisfy the demand. A step was taken in that direction by writing to and interviewing truckers and wholesale dealers.

Special merchandising campaigns last season were the Minnesota Apple Week, in which the Northwest Chain Store Council cooperated, and Home-grown Vegetable Week, with the St. Paul Food Stamp Plan cooperating.

A survey was made for the Surplus Mar-

keting Administration, which began purchasing on the Twin City Markets August 20 and stopped October 11. During that time approximately \$45,000 worth of cabbage, onions, carrots, tomatoes, snap beans, beets, and celery were purchased.

Current crop and market information was believed to be necessary, and representative growers cooperated with the Minnesota Co-operative Reporting Service in this new type of reporting. Growers liked the reports, as they were made especially with their problems in mind. Acreage figures were also accumulated for Hennepin and Ramsey Counties.

More standardization and uniformity in quality of products and in kind and size of containers were urged. New types of packaging were demonstrated to the growers.

Arrangements were made with all seven of the Twin City radio stations to carry daily broadcasts from June 15 to September 15, giving consumers information about vegetables. Assistant Agent Backstrom visited the markets each morning at 5:30 to make a survey of the "best buys" for the day and to have this information relayed to all the radio stations. In addition to the daily market news bulletin, radio stations featured numerous special broadcasts.

Radio time on vegetables totaled approximately 100 minutes per week, with an estimated value for the season of \$8,500, based on commercial time rates. This publicity was especially effective because most of it was worked into established radio programs of many years' standing.

Twin City and county newspapers also were cooperative in presenting information on vegetables. Twin City newspapers carried a daily item about vegetables, which averaged about 1,200 column inches for the season, besides frequent pictures and feature stories. The Associated Press sent out vegetable market releases 12 times during the season, covering the metropolitan daily papers of the State. Based on regular space rates, newspaper publicity has been valued at approximately \$6,500.

Although there are no figures to prove the dollars and cents value of the publicity to the 3,000 growers in the Twin City area, many comments and observations indicate that it was decidedly helpful.

A consumer education program for the winter months was initiated this fall by developing a series of color slides stressing vegetable buymanship, including lessons in judging quality. It is planned to show these slides to women's organizations.

Plans are being made to enlarge the program for next year. Twin City growers agree that vegetables need more advertising, and that last year's program was a start in the right direction.

Growers, distributors, and all others concerned feel that the Minnesota Agricultural Extension Service has taken an important step forward in its marketing program by sponsoring the vegetable marketing work last season.

The extension marketing specialist and the county agents say that this experiment was an excellent demonstration of what assistant county agents in marketing can do. They believe that the use of assistant county agents has definite possibilities in helping producers of other farm commodities to understand the problems involved in the more efficient marketing of those products and lead to positive action. Such an extended marketing project would tend to provide a more balanced extension program by combining a more aggressive attack on marketing with that on production problems.

North Dakota Leaders Discuss Defense

Leaders in training in North Dakota heard one of the most talented groups of experts on international relations ever to assemble in the State at the second annual leadership training conference.

This year's theme, North Dakota—Its Place in National Defense and International Relations, embraced much of the current thinking in the State and Nation.

Dr. Edvard Hambro, son of Karl J. Hambro, who was president of the Norwegian parliament at the time of the German invasion, led the conference in discussion of European relations. A noted student in this field, Dr. Hambro arrived in the United States only recently after fleeing Norway last spring and living in England since then.

Dr. Wallace McClure, an Under Secretary of State from Washington, D. C., discussed Latin-American relations, and G. V. Ferguson, managing editor of the Winnipeg Free Press, led the discussion on Canadian-American relations.

Prof. S. L. Witman, director of the Institute of Government at Omaha University, Omaha, Nebr., summarized the whole international relations picture with a presentation of world affairs in general. Harry Terrell of the economic policy committee, Des Moines, Iowa; Robert C. Clark of the Iowa State College Extension Service; Ursula Hubbard of the Carnegie Endowment, New York City; and a number of outstanding North Dakota leaders appeared on the program.

Gov. John Moses, Mrs. Gladys Talbott Edwards of the Farmers Union, the Most Rev. Aloysius Muench of the Fargo Catholic diocese, W. W. Murrey, president of the State federation of labor, and many other leaders attended.

National Defense—The Farmers' Duty

MRS. E. H. FULKS, a Farm Woman of Stone County, Ark.

Chairman of the Stone County home demonstration committee on preparedness in her own county, Mrs. Fulks has given a great deal of thought to the subject of national defense. Her conclusions on how the farmer and his family can contribute to preparedness have been presented to the Stone County agricultural committee, the county home demonstration council, and other groups. The common sense in her suggestions has a much wider application than Stone County alone.

■ In thinking of national defense, our first problem is, perhaps, to determine just what we mean by national defense as related to the work-a-day farmers and other citizens of Stone County, Ark. National defense, according to my idea, is anything that makes the Nation stronger, that protects its people, and helps us to withstand an enemy—whether that enemy be an army or a smaller-than-usual income.

We all know that lowered farm incomes are bound to develop from the loss of our foreign markets. Due to present war conditions across the Atlantic, and across the Pacific, too, it is either impossible to ship our goods, or they could not be accepted by former buyers if we could ship them. England was one of our major markets, and now the great danger of shipping from deep-sea mines, torpedoes, submarines, and other things not so easy to understand, makes it impossible for us to sell our cotton and other goods to this market. Germany formerly also purchased much cotton, but for obvious reasons is no longer buying from us, or, more properly—we are not selling to her. Now you can readily see that if this continues we will lose a great source of our national income.

We might look at the matter this way, the Nation as a whole, is in much the same position that you would be in if, for instance, you were selling a pound of butter a week to your neighbor. That pound of butter sold for 25 cents, the only cash you took in, and with this cash you bought a dime's worth of sugar and 15 cents worth of coffee each week. Suddenly your neighbor could no longer buy the butter from you and there was no one else in the community who could afford to buy the butter. Obviously, you would have to do without the sugar and coffee you had been buying with the income from the butter!

However, you still have the butter on hand, or the raw cream. For the sake of economy you cannot destroy the cream, or if it has been churned, the butter. What would you do? I can tell you! You would seek ways to use the butter in your cooking at home. Haven't you housekeepers, or homemakers, done that very thing many times? Well the Nation is trying to find ways to use the cotton that cannot be

sold. In your own mind now, can you not see that just this is a form of defense? Then, too, our leaders are finding other things for us to plant instead of the cotton. They are suggesting new ways to use cotton in the home. Many of them so practical that it amazes us that we, ourselves, have not thought of them earlier. So, it is that we must decide to use most of the cotton grown at home, either in things we make or things factories make for us and that we find in the stores.

Now to me, national defense is as much a part of the farmer's duty as it is the soldier's duty. It is our work to so plan our living that it will not be necessary to sell so much to get our money with which to buy other things. In other words, the part our Stone County farmers have to play in the national defense is to "live at home" in the true sense of the words. Stone County is an integral part of the Nation, just as each of us is a part of the county. We must so plan our farming and our living that the fact of the predicted lowered farm incomes will not hurt us, lower our living standards, nor cause us to go hungry.

It is very true that a nation is no stronger than its people. And we cannot be strong as a nation or as individuals unless we have the proper food. Whose duty, but the homemaker's and the farmer's, is it to see that we are properly fed? The homemaker must plan her living so that it can be raised at home. The farmer must see that she has what she needs grown on the farm. This is the essence of a live-at-home program. This can be done only through a planned program, such as many of us have carried out in the past. This means raising and canning vegetables and fruits and meats enough for a full year's supply, raising poultry and seeing that the family owns at least two good milk cows that will keep them in milk and butter the year round. It means encouraging the men to raise their own feed and to build trench silos for the winter's feed supply.

Our part of the national defense is not only to see that our own families carry out this program of living at home but to preach it and to tell it at every community gathering, whether it be home demonstration club, com-

munity night, or what-not. Our leaders will seek to find new markets for our products, to protect our incomes, and to help us in all ways, but in the meantime, we must help ourselves. We must live as happily as possible and as comfortably as possible. We are fortunate here in Stone County that the garden is easily grown, the season long, and the people of the county already familiar with the plan of living-at-home from what we grow.

We must develop a stronger community spirit. Petty differences must belong to the past, for we are now a part of the national plan and there is no room for internal strife, whether in club, community or county. These points, then, are what we must consider in the future.

We must use our cotton at home.

We must plan our living so that we can grow practically everything at home.

We must not only practice these things, but teach others to do the same.

We must so plan our families' meals that we will develop strong bodies and alert minds.

New Hampshire Discussions

■ Total defense, soil conservation, land use, assistance to rural draft boards in respect to selective service, farmers' and homemakers' work for 1941, and a variety of other topics came up for discussion in the annual conference of the University of New Hampshire Extension Service, December 18 to 20.

A panel discussion on defense and health included Harry O. Page, State commissioner of public welfare, acting as chairman; Dorothy G. Williams, extension nutritionist, Cornell University; Elizabeth Murphy, State board of education; Elizabeth E. Ellis, New Hampshire extension nutritionist; and Phillip B. Hearn, program supervisor of the Surplus Marketing Administration, as members of the panel. Nutrition, better living, and community organization filled one afternoon program.

The widened general extension program of the university was considered with reports on radio, photography and visual aids service, lecture service, music, geology, education, and other general extension activities designed to help the people of the State.

President Fred Engelhardt of the University led the discussion of how the county offices can best carry on the general extension work along with the agricultural work. Gen. Charles F. Bowen, State director of selective service, discussed with the agents the proposed assistance they can give to rural draft boards in respect to selective service questionnaires.

Let's Talk It Over

THE FRANKFORT FORUM, of which the county agent had a definite part in establishing some 14 years ago, is still continuing its activities through the winter months. The attendance averages around 100 people a week. The purpose of the forum is to disseminate timely information that affects the people of Franklin County. A few of the "don'ts" that the forum has followed, which account for its successful operation, are as follows: Don't just present one side of a question. Don't attempt to have a long-time program worked out. Don't allow the forum to be a sectarian group. Don't enter into discussions of a controversial nature within the community. Don't suppress free thinking. Don't discourage free discussion, by sarcastic replies on the part of the leaders of the forum, and at all times respect the other man's viewpoint.

The forum meets 6 months during the year on every Wednesday night from 6 to 7:30. They have a 30-cent luncheon served. The average attendance at the forum in 1940 was from 75 to 100. When the forum first started, we used more of our local people in putting on the program, but since world-wide conditions have changed so rapidly within the past few months, we have been using more outside speakers in an attempt to bring before our forum, the many problems which our society is faced with.—*Robert M. Heath, county agricultural agent, Franklin County, Ky.*



If you are chairman, don't make speeches to your group. Stop anyone from monopolizing the time, even yourself.

TO LAUNCH THE AAA PROGRAM Arizona used discussion groups. More than 1,400 persons attended the 36 junior and adult discussion meetings conducted in 9 counties. Two panel discussions on "The Effect of Reciprocal Trade Agreements on Arizona's Agriculture" were held. A very fine discussion took place the first evening but the second evening was very poor. This can be attributed to the fact that a month intervened between the 2 meetings, and the man who gave the best talk the first evening became so enthu-

siastic at the second meeting that he spoke for 45 minutes. He did this in spite of repeated warnings that he must confine himself to the allotted time. From this experience, it would seem that the chief requirement for holding panel discussions is that after adequate material has been prepared and presented that the panel members be held strictly to the allotted time. Another thing which is necessary is that the panel shall rehearse some of the points they are going to take up before the meeting.—*A. B. Ballantyne, rural sociology specialist, Arizona.*

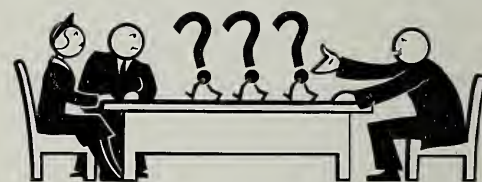
POULTRY AND CITRUS PROBLEMS are discussed at regular farmers' meetings in Los Angeles County, Calif. To increase contacts with old-time, larger poultry operators who failed to attend general extension meetings in very large numbers, yet who needed information, poultry discussion groups in five poultry areas have been established. These groups of about 15 leading poultrymen in each area have served as a splendid means of disseminating information. With a total following of several thousand poultrymen in Los Angeles County, members of the discussion groups have been able to assist in spreading sound poultry practices to every section of the county.

These old-time poultrymen will attend discussion groups regularly. They seldom attend the usual extension meetings because, as they say, beginners ask so many trivial questions, thus wasting time. The "old-timers" may not have the information, but will ask no questions because it lowers their prestige. A further waste of time results because the extension agent must explain subject matter in detail so that all present understand the problems.

On the other hand, the discussion group meetings the same group of more advanced poultrymen will attend regularly, so each month's discussion can be built upon last month's, rather than spending considerable time bringing each new person up to date. The size of the group permits each member to participate in the discussion and the interests of the group are more uniform. Furthermore, the extension agent does not tell them what to do but discusses various problems with them. The meetings are all dinner meetings. After eating together the group is very congenial, and the discussion around the dinner table promotes friendship. Those participating feel that the time spent has been very profitable.

During 1939 four farm bureau citrus discussion groups were organized by the farm bureau and Extension Service in Pomona, Covina, Whittier, and San Fernando. The

purpose of these farm bureau discussion groups is to give to the leading growers in the county an opportunity to get together in small groups for the purpose of studying their problems. In some cases they have become action groups as well as study groups.—*C. V. Castle, agricultural agent, Los Angeles County, Calif.*



If you are chairman, ask questions instead of making statements, and pay attention to the answers. Give people credit for wanting to answer questions adequately and sincerely.

A NEWSPAPER FORUM on What's Wrong with Citrus was featured in Florida discussion meetings. Growers and shippers wrote dozens of letters for this forum, giving their ideas of what's wrong with citrus and what in their opinion should be done to solve the problem. There were almost as many opinions concerning what's wrong with citrus as there were letters written. A tabulation of these opinions indicated most growers and shippers are confused as to the real problems facing the industry. These letters indicated the state of confusion in the industry and stimulated discussion on what the major problems are. They gave the opportunity of presenting facts on outlook, cost of production, cost of marketing, and the possibilities of reducing production and marketing costs, as well as the need for cooperation on the part of both growers and shippers.—*D. E. Timmons, marketing specialist, Florida.*

DISCUSSION INSTITUTES in New Jersey give the farm people taking part the spotlight, whenever possible. The plan is to get the local men and women to take the responsibility of conducting the meetings. A series of county-wide meetings has been held in the Cape May County Courthouse for the discussion of timely social and economic topics. A citizens' committee sponsored the meetings. During the second year of the series, the total attendance, as taken on attendance blanks, was 565 persons, mostly nonfarm persons. Nine percent were farm people. The meetings are believed to have offered citizens opportunity to gain valuable information and to

present their own views in helpful discussion periods. One meeting resulted in a move to seek a large W. P. A. project on mosquito control.

Meetings will be continued in 1941 under a somewhat different plan. Our office is co-operating with a group which will meet several times at Wildwood, N. J. Our home demonstration agent is now meeting with our county committee to decide whether or not to repeat the county institute in the same form as in the last 3 years. My own efforts are to be directed to farmer group discussions which are growing out of the work of our county land use committee.—*Henry H. White, County agricultural agent, Cape May, N. J.*

A NUTRITION ROUND-TABLE discussion was held at Reno, Nev., under the joint auspices of the Extension Service and the Maternal and Child Health Division of the Nevada State Board of Health. Mrs. Mary S. Buol, home demonstration leader, was in charge of this conference which considered the general family nutrition problems as they exist throughout the State. A nutrition consultant discussed vitamins and minerals in connection with family feeding problems and general food selection. A member of the University of Nevada faculty discussed the psychology of establishing nutrition habits. Each of these discussions was in the nature of a round-table conference and individual problems and situations were brought up from time to time. The meeting was attended by the public health nurses and the women extension agents in the western part of the State.—*Hellen M. Gillette, home demonstration agent at large, Nevada.*

GLEANNING DISCUSSION MATERIAL for the meeting on How Well Do We Know Our Families, was solved by getting the information from the women themselves. Each woman attending the preceding meeting was asked to write down one problem or question that would concern her family. These statements were tabulated and the questions were used as a basis for the family discussion.

Tabulating the 300 questions was interesting work. The results showed 300 questions had been asked and 97 out of the 300 were the same. The majority of the women were interested in knowing how they could arrange their work to have more time to read, pursue hobbies, and play with their families. The question as a whole pointed to definite problems in family relations. The analysis of the questions will be saved and used in planning future problem discussions and talks to be given on programs before other groups or organizations.

In all parts of the country, farm people have been gathering together with their extension agents to analyze current economic and social problems. More than 282,000 discussion meetings were conducted in some 2,000 counties during 1939 by men and women extension workers and 620,000 local leaders trained by them. The 1940 figures will show an even greater number. Various forms of discussion technique were used, principally forums and jury panels. Extension agents have used discussion as a means of acquainting rural people with agricultural programs and in stimulating rural thinking, as shown in these reports.

Where could one find better material for talks and debates than from questions like these: How can I get members of my family to do things without nagging? How much money should a family of three spend? How can I get my husband interested in community affairs? Should I encourage or discourage my boy, 20 years old, who wants to start farming? How can I keep my children home at night? This list of questions aroused a great deal of interest among people of other organizations, particularly the home economics teachers who are holding discussion groups with their students.—*Catherine Maurice, home demonstration agent, Harford County, Md.*

TIMELY TOPICS have been discussed in the annual programs of 25 home economics clubs in Madison County. The presidents of 23 clubs report such discussions as having been very successful, and 17 expected to incorporate 1 or 2 discussions in their programs for the following year. Topics discussed were: What are the needs of our community? Does installment buying pay? What are the problems of our rural youth? What are the problems of our schools? Why don't people pay more attention to fundamental health practices? What shall the major project be for the year? Which is the better citizen, the modern girl or her grandmother? How shall we bring harmony between brothers and sisters who are near the same age? How may we become more intelligent buyers? Does budgeting pay? What do parents do to their children?—*Ruth Wimer, home demonstration agent, Madison County, Ind.*

If you are chairman, get people to introduce themselves and seat them where they can see each other. Whenever you can, sit on same level as the group.



INTENSIVE STUDY OF DISCUSSION METHOD was tried out in Vermont with a seminar group of 20 selected farm agents, home agents, club agents, specialists, and land use planning leaders. They gathered for 2 days of study, practice and planning in each of 4 successive months—September, October, November, and December. Sometimes participating were the educational director of the Vermont Farm Bureau and the State lecturer of the Grange. Some of the questions discussed were: What is the final objective of an organized discussion program? What is the practical immediate objective? When is group discussion in order, when out of order? How can discussion be combined with lecture and demonstration? How is discussion as a method of extension teaching related to discussion as a method of group study and analysis of its own problems? Do the people need help in study of home and community problems in State, national, and international aspects? What is the responsibility of extension workers to basic social and economic problems?

How can we strengthen group discussion programs of past years? What problems have discussion leaders run into? What is the discussion leader's job? And what techniques work best, in doing the job and coping with the problems they face?

And about land use planning—how is group discussion related to it? A cross-section discussion group in every community to better root county plans and recommendations in the thinking of the people? How relate discussion to action? And how select and train local leaders for discussion? How get the idea across more clearly to the main body of professional agricultural workers? What should be included in a local discussion leader training conference program?

Such in general were the questions that came up for discussion as the leadership passed from one group member to another. Discussion, appraisal, discussion, appraisal, discussion, appraisal—discussion of problems, appraisal of leadership and group participation: such was the order of each day.—*Morris B. Storer, Northeast Discussion Specialist, B. A. E., in charge of seminar.*

Highlights of the 1940 Extension Record

Increased Activity in Conservation, Land Use Planning, Discussion, Mattress Making, Nutrition, and Other Significant Adjustments of Local Programs To Meet Current Needs

■ The extension program during the past year has reflected changes in the economic situation brought about by the European war. Contracting foreign markets and a rapidly developing defense program have necessitated shifting emphasis to those parts of the program which helped to meet the new problems. Conservation of natural resources both in better health and nutrition among farm people and in soil fertility has received a great deal of attention.

The Food Supply

The food and nutrition work took on the characteristics of a whole-family, whole-extension service program. It was tied up closely with outlook, land use planning, and with national defense. It focused attention on the low-income group, whose nutrition problems are often deep-seated, and led to more effective cooperation with other agencies working on this problem. State food and feed supply committees of extension specialists, sometimes called better-living-from-the-farm committees, functioned in many States. The food supply campaigns of Tennessee and South Carolina aimed to get farm families to grow 75 percent of their food and feed needs. The Texas food campaign, by correlating all the extension forces behind it, achieved excellent results. School lunches increased rapidly with the availability of surplus commodities and the increased emphasis on nutrition. Several States formed school lunch committees. State and regional nutrition conferences were held in some States, and before the close of the year almost all the States had formed State nutrition committees representing all agencies interested in nutrition goals.

Programs for home demonstration clubs reflected the interest of farm people in economic problems, in health and in citizenship. These clubs also reached a larger segment of rural people than in previous years. This was exemplified in New Hampshire where every home demonstration agent set as her goal the reaching of 50 percent more women in her county.

Discussion groups for farm youth grew in popularity, and a special interest was evident on questions relating to democracy and citizenship. The citizenship ceremony which took an important place in the 1939 and 1940 National 4-H Club Camps was used effectively in California, South Carolina, New Mexico, and other States during the past year.

The mattress-making program of 1940 which was carried on by the Extension Service in cooperation with the AAA and Surplus Marketing Administration helped approximately 1,000,000 low-income farm families to

We Keep Our Sleeves Rolled Up

In spite of the fact that I have had close acquaintanceship with extension work since I started as a county agent in Montana in 1913 and should know its caliber, the record of accomplishment that I read in the 1940 extension reports is truly amazing. The new decade ushered in an era of even more rapid transition than the 1930's, requiring quick thinking and frequent adjustments in action. That the county extension agents and local leaders—men and women—responded ably to the accelerated tempo of requirements is reflected in the record for 1940.

If I were to generalize on one extension task that I believe will be most important this year, I would say: *Help farm people to understand quickly and intelligently the passing scene and to take the action best fitted to cope with the situation.* The year 1941 may be a crucial one in the history of our country and may challenge more than ever before our abilities and our stamina.

After reviewing the extension record for 1940, I am confident that the educational arm of the United States Department of Agriculture and the State land-grant colleges has its sleeve rolled up and is sufficiently strong and far-reaching to contend with whatever service it is called upon to perform.

M. L. WILSON,
Director of Extension Work.

obtain surplus cotton from which to make mattresses for their own use. More than 12,000 communities, first in the South, later in other sections, established mattress-making centers where extension agents and volunteer local leaders gave instruction in mattress making. This effective contact with low-income farmers has helped many of the families make a start toward a more satisfactory level of living with the help of an extension worker.

Land use planning carried on intensively in 1,540 counties has served to focus attention on the principal problems of the county. More than 125,000 farm men and women served on State, county, or community planning committees. In gathering together all the available information on their local situation, in making up the land-use maps, in studying the living conditions of these land types in their own locality, they have acquired a better understanding of economic and social problems.

Soil conservation is one of the problems often brought up by land-use committees, and much is being done to hold the soil and maintain its fertility.

Grasses Save the Soil

As a result of the coordinated efforts of the AAA and the Extension Service, pasture improvement practices involving the use of lime, phosphate, and the planting of adapted grass and legume mixtures have been widely adopted by farmers. Increases of 100 percent or more in the use of lime annually are reported in a majority of the States east of the Mississippi during 1940.

Ranchers and farmers in 17 States of the Western Great Plains area utilized the AAA program effectively in restoring grass to the range, conserving water, and controlling wind erosion. In 1939 over 25,500,000 acres of range land were reseeded by national reseeding practices, and 21,000 earth dams and reservoirs were built. For retarding water run-off and controlling erosion, 8 million feet of spreader terraces were constructed.

There has also been a marked increase in the new seedings of annual and perennial legumes and grasses, the AAA recently reporting 41,429,653 acres of new seedings under the program in 1939. Green manure and cover crops were aided by the AAA program and encouraged through Extension agencies, with a total of 25,933,710 acres planted under the AAA program in 1939.

Nearly 5,800,000 farmers cooperated in the AAA program in 1939, representing 78 percent of the total cropland in the United States. It is estimated that more than 6,000,000 farmers took part in the 1940 agricultural conservation program.

The emphasis given to conservation and sound land use has been an important factor in arousing the interest of farm people in forestry problems. In some counties the work of land use planning committees has led to the revision of county extension programs so as to give more attention to forestry needs.

In studying local situations farmers have gained a clearer understanding of conditions and of the important place that forestry may hold in the broad-gauged program for land use adjustments.

Land use planning and survey data confirm the existing need for the reforestation of large areas of lower grade farm land. Forest tree planting for timber production and other purposes continues on an increased scale and is being stimulated by AAA forest tree planting practices and benefit payments.

Home-Made Homes

Extension agents have been instrumental in creating interest in the use of home-grown timber for farm building purposes, and much has been accomplished in States actively pursuing this work.

The C. W. A. rural housing survey taken in 1934-35 was used to a greater extent during 1940 than in past years because farm people are becoming more conscious of the need for improving rural housing.

In areas where lumber and stones are available, farm families have been demonstrating to each other that a good farmhouse can be built with very little cash expenditure, if one takes the trouble of collecting the available materials from the farm and is interested enough to obtain help on the knowledge and skills required for home building. The Extension Service in Arkansas trained a group of young men on how to build stone foundations, and they, acting as leaders, conducted demonstrations wherever farmers were interested in this phase of rural housing improvement.

With farmers often bearing the brunt of tax payments in rural areas, farm groups have been encouraged to prepare tax maps in order to discover overlooked properties, and to reappraise farm lands on the basis of actual values and of current and future income possibilities. They have made studies of possible improvements in local government and services to meet shifting economic needs, perhaps through concentrating on essential services and eliminating those which prove to be nonessential. Detailed attention has been given to many of those economic and social problems, often associated with tenancy, which tend to depress many rural areas.

Planning for the Community

In 1940, a major effort was made to assist groups of farm men and women in the consideration of community problems, such as relocation of roads, schools, and isolated farm families, and to decide on steps to be taken.

Women who are on community, county, and State land use planning committees have become familiar with basic data relating to family living expenditures and the value of home-produced food, fuel, and housing. Such data has thrown light on the farm family

living problems that needed to be attacked at once, such as rural housing, expansion of rural electrification, and how household equipment could be obtained to lessen the labor of the homemakers.

Maine conducted a "level of living" study to obtain pertinent family living data and thus helped farm people become aware of pertinent problems. Fourteen counties undertook the study, and the results listed the following problems as most important: Expansion of electricity, running water, improved roads, bathrooms, and off-the-farm employment.

An increasing number of farm families made their farm and home financial plans together and recorded expenditures so that adjustments and changes for the next year could be based on facts. Preliminary estimates of the number of farmers keeping accounts or cost-of-production records are well above a hundred thousand.

Older 4-H Club members have assumed the responsibility for assisting in making the yearly family financial plans, keeping the necessary records, and the analysis of the records as a basis for the next year's plan through family councils.

Extension workers also took a prominent part during 1940 in assisting cooperative groups, representing close to a million farmers, to maintain sound business management in the sale of a third of a billion dollars worth of crops and livestock, and in the purchase of supplies in excess of 50 million dollars. They have helped an additional 350,000 individual farmers in their marketing problems in the sale or purchase of 150 million dollars worth of farm produce and supplies.

And, to meet the swiftly changing requirements of a developing national defense program, of the ups and downs of livestock and crop production, and of the cyclical shifts in employment and industrial activity, special efforts have been made during the past year to keep farmers abreast of shifts in current demand, changes in prices of farm products and supplies, and stocks available for market. Emphasis has also been placed on the potentialities of demand and supply for the period when the 1940 crops and livestock may be expected to reach the market.

County Agents Honored

Recognition for unusual records of service was given to 57 county agents from 20 States by their fellow members of the National Association of County Agricultural Agents at their annual meeting in Chicago. Each received a distinguished service award diploma at the annual banquet. These men were recommended for the award by their own State association on a written record of their service and achievement in their home counties.

This is the third year such awards have been given and about 130 agents have re-

ceived them. Those honored this year are: C. F. Lund and B. S. Hinkle, Arkansas; Raymond E. Wing, Connecticut; Alden E. Snyder, B. W. Tillman, and F. J. Blackburn, Illinois; LeRoy Hoffman, Stewart Leaming, and J. A. Wood, Indiana; Durk Offringa, Emmett C. Gardner, Leslie J. Nickle, and Lewis Piager, Iowa; Preston O. Hale, C. E. Lyness, and Geo. W. Sidwell, Kansas; H. S. Long, W. R. Reynolds, P. R. Watlington, H. J. Hayes, and J. F. Graham, Kentucky; Charles Eastman, Maine; Francis C. Smith, Massachusetts.

H. J. Lurkins and Carl Knopf, Michigan; Robert Freeman, Willis Lawson, C. G. Gaylord and Raymond Aune, Minnesota; J. F. Purbaugh, G. E. Scheidt, and Geo. Kellogg, Nebraska; W. Ross Wilson, New Hampshire; Carl Bibbee, Harold S. Ward, C. C. Caldwell, O. L. Cunningham, R. W. Munger, and W. S. Barnhart, Ohio; Ira Hollar, L. I. Bennett, W. E. Baker, and Fred Ahrberg, Oklahoma; A. W. Palm, South Dakota; W. H. Upchurch, Henry L. Alsmeyer, W. S. Millington, C. C. Jobson, A. L. Edmiaston, J. C. Patterson, O. P. Griffin, and Elmo V. Cook, Texas; Archie L. Christiansen, Utah; I. M. Ingham, Washington; G. F. Baumeister, H. G. Seyforth, and Harvey J. Weavers, Wisconsin.

The new officers elected for the coming year are: President, E. V. Ryall, Kenosha, Wis.; vice president, J. M. Thomason, Forrest City, Ark.; and secretary-treasurer, C. C. Keller, Springfield, Mo.

Also elected to the board of directors of the association are the following four regional representatives: W. K. Delaplane, Wabash, Ind., north-central region; E. D. Beck, Alice, Tex., southern region; E. G. Ferguson, Chinook, Mont., western region; and Leo Hayes, Wampsville, N. Y., eastern region.

Round Table on Round Tables

A feature of the Maine Annual Conference late in January was an hour of open discussion on Discussion—what good is it? and When is it good? under the leadership of the regional discussion specialist from the Bureau of Agricultural Economics. After two 20-minute statements by a farm man and a farm woman on How should the extension program be determined? the meeting broke up into eight groups of seven or eight each for an hour's discussion of that same subject under leaders selected from the agent and specialist staff.

After lunch, the group secretaries made up a panel with the two farm spokesmen to pool the ideas of the eight groups and prime a continuing open forum discussion on the same subject. A backward glance finished off the day with an analysis of the problems, and an intensive study of the job and method of discussion leadership.

Books For Everyone in Shannon County, Mo.

■ Nine hundred persons, young and old, in the hills of Shannon County, Mo., are regular patrons of a 4,000-volume county library that has grown in 4 years from the pioneering efforts of a few rural women banded together in home economics extension clubs. This library system now includes seven community libraries, a repair unit, and a book truck serving all parts of the county once a month.

All this had its beginning early in 1937 when the Winona Home Economics Extension Club established a small library for the benefit of the local community. First housed in a corner of the town hall and later in a small building made with logs from a historical pioneer home, this library attracted wide interest and encouraged three additional clubs to start similar projects.

The very next year, the Shannon County Council of Home Economics Extension Clubs, meeting at Eminence, the county seat, decided to work toward the objective of having community libraries in all the communities represented. At that time there were but four clubs in the county, and their presidents constituted the personnel of the county council.

Following the action taken by the county council of the women's clubs, the library movement was approved by the county extension board as a part of the official plan of work for 1939. With the help of the county agent's office and that of the State home demonstration staff, the clubs made rapid progress in this phase of their work during 1939. Reports

made at their county achievement day in October that year revealed that all of the four clubs had developed community libraries that had become both popular and useful.

The original unit at Winona had added many more books, and the service had grown in popularity. At Birch Tree an abandoned church building had been repaired and used to house books collected by club members and their friends. At Shannondale, where the Evangelical Church maintains a community house, the minister, Vincent W. Bucher, turned over his study for use as a library. At Eminence, the county seat, Wm. A. French, Ozark poet and publisher, gave the use of his front office which still is used by the headquarters unit of the county library system.

So great, in fact, had been the benefits in these four communities that there was a general feeling that an effort should be made to develop the library movement on a county-wide basis. To devise ways and means of doing this, a committee was appointed, including two representatives from each of the four communities. This committee contacted the county court, the county extension board, local and State representatives of the Agricultural Extension Service, and the State and district offices of the Work Projects Administration.

Again the county extension board recorded its approval of this work at its annual meeting on November 10, 1939, and adopted at this time, as a part of the county plan of work for 1940, a proposal to make library service available

to as many communities as possible. From this point the progress of the movement was rapid.

A county library board was elected on February 8, 1940. Soon after that date, the Extension Service began the educational work leading to the organization of several additional home economics extension clubs. The county court and the county superintendent of schools approved the use of some \$300 of county school money for the purchase of books recommended for supplementary reading by the State educational department. The Work Projects Administration agreed to come in with 1,000 books and funds for the library pay roll as soon as the local people could raise funds for housing, supplies, book truck, and travel.

All requirements were met by midsummer; and the cooperative agreement between local, State, and Federal groups went into full effect, including operation of the book truck, early in September. Additional branch libraries have been established in communities where newly organized home economics extension clubs now carry the responsibility of local sponsorship at Deslet, Summerville, and Round Spring. Even more recently organized, a group of rural women at Montier expect soon to establish the eighth unit in the county library system.

The popularity of this service is attested by Mrs. Georgia McDaniel, county librarian, who supervises the work from county headquarters and also makes the rounds of the county each month in the book truck. There are now more than 900 approved borrowers' cards in regular use, in addition to 325 paid memberships in the county library association. Book circulation by the end of September 1940 had grown to more than 2,000 volumes per month. The book truck, carrying from 300 to 500 books, covers a 283-mile circuit each month, servicing borrowers at various branch libraries, country stores, schools, and other appointed centers.

Most significant in this development, in the opinion of the State home demonstration staff and County Agent Robert L. Bridges, is the harmony with which local groups have worked together, first establishing four widely separated library units, popularizing the idea of library service, and finally winning the cooperation of outside agencies interested in this mode of education.

During the year 1940, after 3 years of sound growth through local initiative, this frame work for a county-wide library system attracted the attention of the Work Projects Administration and became the nucleus of a county library demonstration.

Under this new arrangement, the local people finance the housing for headquarters and branch libraries, all necessary supplies, and the book truck and its maintenance. The Work Projects Administration pays the library supervisor and clerks, the repair workers, and the driver of the book truck. The individual last mentioned is on the road not more than 4 days a month and works at other times as a cataloger and clerk.

And thus the work goes on—a thoroughly



democratic educational service reaching out to the most remote communities of the county pioneered, sustained, and expanded by the home economics extension clubs. More than 2,200 of these clubs are now at work in Missouri, with 45,000 rural women striving to make community dreams come true.

These organizations sponsor 4-H Clubs and raise money to send county champions to State and National contests. They organize Bible schools, singing schools, bands, and orchestras. They conduct book reviews and establish book and magazine exchanges.

They set in motion recreational and social activities to interest the young people. They hold picnics, parties, fish fries, meetings, and tours in which young and old take part. They organize health clinics, enlisting the help of physicians and nurses in campaigns to im-

mune children against contagious diseases.

They buy land for parks and playgrounds, later adding the necessary equipment and improvements. They improve parks, roadsides, schools, churches, and other community centers. They bring about the building of new churches, community houses, telephone lines, and libraries.

They contribute annually to a loan fund for rural students at the State university. They send food and clothing to orphanages and old peoples' homes. They are continually helping the sick and unfortunate in their own communities. It is reported by one club in the Ozark hills of Missouri that a member past 60 years of age walked and hitch-hiked 5 miles and back one cold winter day to help make warm mittens for the children of "poor" families.

these young people worked out as they went along.

It was possibly of greatest significance that the discussion toward the end turned to an analysis of the meaning of social contributions in a democracy. One youth suggested that young people have been taught to get ahead by walking over the shoulders of their fellows, and that the time has come when social responsibility ought to be the criterion for success in living. They decided that everyone should be trained to make a social contribution.

They spoke of a spiritual conception to which people give themselves; they said for most people it was more than physical attainment. Whether they liked or not, these young people knew that they were living in times of revolutionary character. They said until men and women are able to use their intelligence in straightening out this youth problem they will be living in a state of confusion and unrest. If youth and adults will begin to do some thinking and take some action, there need be no youth problems, they concluded.

Youth Can Understand Their Problems

■ When young men and women from farm and city met to talk over their problems around the table, intelligent analysis was accompanied by tolerance, reports Newton W. Gaines, extension rural sociologist in Nebraska. A group of these youth assembled in Omaha to explore their common interests and to discuss the future for young people living in a modern world.

The 2-day conference was sponsored by the Extension Rural Youth Organization and the Omaha Junior Chamber of Commerce. The Bureau of Agricultural Economics of the United States Department of Agriculture, furnished the discussion leadership. While the conferees sensed difficult days ahead, they faced the future with confidence and without fear. After the 2-day conference was over, they demanded a later meeting. As they said, "We just opened up our real problems. Another 2 days and we'll really get at some suggestions on solutions."

In this first rural-urban meeting of youth a wide group of interests was represented: organized labor, business groups, law students from the University of Omaha and Creighton University, the Y. W. C. A., the Y. M. C. A., the National Youth Administration, the W. P. A., the Farm Bureau Federation, the Farmers Union, and the Grange contributed voices in the conference. Catholic and Protestant churches were represented. Enthusiasm, fun, and good feeling permeated the discussion. The tolerant open-mindedness of the young people themselves helped them to approach their problems with mutual understanding and frank expression. This group of young people around 25 years of age took for granted that their problems were interwoven with the complexities of modern living and welcomed the opportunity to talk them over.

No prepared outline was used at the conference and questions discussed ranged over

a wide variety of subjects. Here are some of the problems appearing: Big machinery and big farming; the replacement of men by women in many positions; adjustment of supply to demand; and control of agricultural output as industry controls its production; the establishment of an educational system which will enable youth to use its creative powers in suitable jobs; the relationship of labor organizations to farm organizations and the wisdom of their cooperation; the advantages and disadvantages of more direct channels from producer to consumer; reasons for the bogging down of our economic system. Then came such questions as these: Is our standard of living too high? Is youth taught to live on such a high standard that he refuses to undertake the establishment of a home on a meager income? Is our educational system responsible for a feeling among young people that "white-collar" jobs hold better prospects than "overall" jobs? (It was clearly brought out that while our educational system left this impression, the opposite is true.) How can youth live a useful, well-rounded life and what does this include? Is democracy itself worth perpetuating? (No voice questioned the desirability and necessity of democracy for our future well-being.)

They discussed the scarcity of jobs and the confusions in our economic system, deciding that the system itself does not belong to any special group of people but to the whole people. The examination of the workings of our economic system led them to suggest that it is not quite the "bugaboo" they first had thought, and that it simply has to do with the function of exchange of goods produced.

There were a few adult observers present but the conference itself was entirely in the hands of youth. No one attempted to manage their thinking or their expression and observers were impressed by the procedure in discussion, both democratic and efficient, which

Tax Facts

The fact that the assessed value of Iowa farm land has little relationship to sale value and productivity, and always is near a predetermined township average, was revealed in the findings of 30 county agricultural planning committees, reports Roland Welborn, an Iowa State College economist. Where there were wide differences in the quality of land, good land bore less of the tax burden than poor land, in proportion to income-producing capacity.

Where good land was assessed at 40 to 65 percent of its sale value, poor land in some cases was assessed as much as 600 percent.

High-value lands in northern Iowa were under-assessed in comparison to poor-quality land in southern Iowa.

Iowa county agricultural planning committees cooperated with the State tax commission in working out procedures for the development of uniform assessments throughout the State. They also are making maps showing assessment variation on every 40 acres for their counties, and are working out what they consider to be equitable ranges in assessments for different soil types and different land uses in the counties.

■ In Puerto Rico, material on citizenship training has been mimeographed in Spanish for the use of 4-H Club members. A. Rodriguez Geigel, Director of Extension, states "Here in Puerto Rico, we have started at the bottom, by teaching first municipal government and the significance of the ballot in a democracy. Every club member must carry on this work as an integral part of his work . . . The goal is to shift from municipal government to State government and then to National Government, including a discussion of the Bill of Rights and the Constitution."

New Jersey Plants Lever Tree

■ New Jersey's 10,000 4-H Club members paid tribute to the late A. F. Lever, the man who helped make their work possible, when they inaugurated the first 4-H grove to be planted in his memory. A young red gum from the estate of Mr. Lever at Columbia, S. C., was set out as the initial planting in the grove, with an impressive ceremony in which club members participated as one of the high lights of the second annual 4-H Club Day at Rutgers University, October 5.

The Garden State took the lead in following a suggestion made by M. L. Wilson, Director of Extension, that trees from the estate be planted by 4-H groups of the country in honor of Mr. Lever's efforts as coauthor with Hoke Smith of the bill establishing Extension Service work in land-grant colleges. A lover of trees himself, Mr. Lever had large numbers of them planted on the grounds about his home, among them many handsome specimens of oaks.

New Jersey's grove will consist largely of red oaks, trees native to almost all parts of the State, with a tree being planted each year by young 4-H Club nature lovers. It is hoped that the tree-planting ceremony will become a tradition to be followed by club members until a thriving grove has been established. A plot of ground for the planting has been definitely set aside by Rutgers University near the entrance to its stadium, and in the years that lie ahead it undoubtedly will become a familiar landmark.

Charles E. Potter, field agent of the Extension Service, journeyed to New Brunswick to congratulate an enthusiastic 4-H contingent upon its recognition of the value of tree planting and conservation, and to join in its tribute to a true pioneer. The tree planting ceremony, planned by club members in collaboration with Kenneth W. Ingwalson, State leader of 4-H work; and E. L. Scovell, New Jersey's extension forester, embraced representatives from every county in which there is a club program—20 in all. They were led by the State's four delegates to the 1940 National Encampment, Ruth Beatty, of Stewartsville, Lillian Tindall, of Trenton, William H. V. Davis, of Somerville, and William M. Paterson, of Freehold.

And now for a brief glimpse of the ceremony itself. October 5 was a perfect autumn day. And the spirits of 2,500 4-H Club girls and boys ran high as they paid their second annual visit to the Rutgers campus. After the morning's program and a picnic lunch under trees arched with reds, browns, and dusty-yellows, the 4-H grove planting took place. Music by a group of 4-H Club musicians gave it a rousing, happy send-off, which carried over into the group singing of God Bless America—probably heard many miles from the Rutgers Stadium! Mr. Potter's

greetings on behalf of the Washington office followed, and then came the actual planting.

A large four-leaf clover, some 30 feet across at its widest point, had been outlined on the site of the grove a short time before the ceremony, and it was effectively used in emphasizing the significance of 4-H Club work. A group of 10 club members stood in each of the four leaflets, captained by a Washington Encampment delegate, and every one of the 40 boys and girls carried a box of soil brought from his respective county. The four leaves of the clover were designated, of course, as head, heart, hands, and health.

At a given signal, the leader of the first group stepped forward as she and the county delegates in her group pledged their heads to "clearer thinking" with the "sincere wish that the head or crown of this tree reach ever upward toward the stars and increase in grace and beauty." Then, in single file, each boy and girl walked to the tip of the clover stem, where the tree had been placed in its hole, ready for planting, and poured his box of soil into the excavation.

The same ceremony was followed by the next group, which pledged hearts to "greater loyalty" and the hope that the "heartwood of this tree will be strong and remain ever loyal to its head and roots."

The third group pledged hands to "larger service" with the wish that "the roots of this tree will take and maintain firm grip upon this good topsoil, securing its safe anchorage throughout its long life."

The group representing the fourth H—Health—concluded the donation of soil to the tree as it pledged its health to "better living" and expressed the belief that "this tree will enjoy a long and useful life symbolic of all the hope that Mr. Lever held for agricultural extension work."

As this part of the ceremony drew to a close, the four Washington delegates made the formal presentation of the A. F. Lever memorial tree to Rutgers "as a token of all the university has done for us through its Extension Service." It was accepted by Dr. Robert C. Clothier, president of Rutgers. A musical version of Joyce Kilmer's celebrated *Trees*—supposedly inspired by an old oak in New Brunswick—sung by Evelyn Davis, of Somerville, and the familiar *Song of the Open Country*, brought an inspiring ceremony to a fitting conclusion.

New and Revised Film Strips

■ The following film strips have been completed by the Extension Service in cooperation with Soil Conservation Service, Forest Service, and the Bureaus of Animal Industry, Entomology and Plant Quarantine, and Plant Industry. The film strips may be purchased at the prices indicated, from Photo Lab, Inc., 3825 Georgia Avenue NW., Washington, D. C. At the same time order and remittance are sent to the above firm, a copy of the order should be sent to the Extension Service, United States Department of Agriculture, requesting authorization to make purchase. Blanks for this purpose will be supplied upon request to the Extension Service. Mimeographed lecture notes for use with each film strip will be supplied by the Extension Service.

Series 586. *Frozen Food Lockers and Your Food Supply*.—This series supplements Animal Husbandry 16, Cold-Storage Lockers for Preserving Farm-Dressed Meat and Miscellaneous Extension Publication 47, Storage of Fruits and Vegetables in Community Freezer Lockers. 63 frames, 55 cents.

Series 589. *The European Corn Borer and its Control*.—Supplements Farmers' Bulletin 1548, The European Corn Borer; its Present Status and Methods of Control, and Department Bulletin 1476, A Progress Report on the Investigations of the European Corn Borer; and illustrates the distribution, life history,

character of injury, and control of the European Corn Borer. 52 frames, 55 cents.

Series 590. *Soil and Water Conservation in New York State*.—Illustrates both faulty farm practices that lead to soil and water losses and progress made in the adoption of such practices on New York farms as will tend to conserve these resources. It envisions coordinated land use by groups of farms within watersheds. 49 frames, 50 cents.

Series 593. *More Abundant Wildlife*.—Illustrates the manner in which AAA farm programs contribute to the care, protection, conservation, and restoration of wildlife. 73 frames, 60 cents.

Series 594. *Stepping Out in Cotton*.—Shows ways to use some of the many new and interesting kinds of cottons in dresses, coats, and other kinds of clothes for women and girls. It also shows the full-fashioned hose designed by the Bureau of Home Economics to utilize American-grown cotton. 31 frames, 50 cents.

Series 595. *Southern Pines Pay*.—Shows by contrasted views the results of farming timber as a crop. Timber growing is now a major industry in the South because timber is in demand, requires only little attention or expense to grow, and gives good money returns on the investment. Supplements story told in publication, *Southern Pines Pay*, Miscellaneous Publication 357. 50 frames, 50 cents.

Series 597. *Tree Planting for Soil Conservation in the Central Hardwood Arcas.*—Shows how the thousands of acres of land in the central hardwood area of the Ohio Valley, eroded and valueless because of unwise cultivation, can be made profitable through reforestation and wise management. Emphasis is placed on the detailed, step-by-step process of transplanting nursery stock. 48 frames 50 cents.

Series 598. *Tree Planting by SCS—CCC Camps in the Central Hardwood Area.*—Illustrates principally in detail the process of transplanting nursery stock selected to suit given site conditions. Planting crews of SCS and CCC Camps are shown at work in this reclaiming eroded and unproductive land in the central hardwood area of the Ohio Valley. 49 frames, 50 cents.

Revisions

The following series have been revised and brought up to date. Users of the illustrated lectures should be sure that they have the latest revision, thus making use of the latest knowledge the Department has to offer. Old film strips and lecture notes should be discarded to avoid conflicts.

Series 20. *Production of Alfalfa East of the 95th Meridian.*—Supplements Farmers' Bulletins 1722, Growing Alfalfa, and 1839, The Uses of Alfalfa, and illustrates the value and production of alfalfa. 48 frames, 50 cents.

Series 41. *Types and Breeds of Beef and Dual-Purpose Cattle.*—Supplements Farmers' Bulletin 612, Breeds of Beef Cattle. 39 frames, 50 cents.

Have You Read?

Rural America Lights Up, by Harry Slattery, 142 pp. Washington, D. C. National Home Library Foundation.

■ Claude R. Wickard, Secretary of Agriculture, in a recent speech before members of an REA cooperative at Cassopolis, Mich., said: ". . . 10 years ago I doubt if any person in this great crowd would have thought it possible that thousands and thousands of miles of electric lines would soon reach out to bring light and power to American farm homes . . . Yet today this is occurring. The change is truly amazing."

How this amazing change was brought about, and why it became essential to help bring it about, is told in simple, forceful language by Harry Slattery, Administrator of Rural Electrification Administration, in his new book, *Rural America Lights Up*.

There is probably no one in the country better qualified to tell the fascinating story of the metamorphosis of rural electrification than the author, who for many years has been a leader in the people's cause. Just as he fought for the conservation and development of our national resources, he is now developing rural electrification, which is as important to our national welfare as it is to our rural population.

There have been more rural electric lines built within the past 5 years of the REA's existence than in the entire previous history of the electrical industry. But, the present comparatively cheap power enjoyed by hundreds of thousands of farm people did not "just happen." First the demand of the farmers for service roused the utilities from their snug hibernations in the warmth of thickly settled areas, where they lived on the honey of high profits. They yawned, and even stretched a little, but the efforts were too much—and too short-lived to accomplish much.

The REA's first efforts were full of awkward difficulties. Legal barriers, like barbed-wire

entanglements, hampered its cooperative borrowers. The problems of bringing down costs, while developing a substantial type of construction, tested the mettle of its engineers. The story of how these, and dozens of other perplexing problems have been ironed out is of interest to every one concerned with developments of benefits to the country at large.

How farmers on REA "self-help" projects, who had despaired of ever obtaining electricity, are now cutting their own poles, digging post holes and getting service by means of their own efforts, is reminiscent of American pioneer days. A chapter is devoted to them and the remarkable programs they have worked out to help themselves and to save money, by means of group purchasing of appliances.

A survey made within the past year showed 3,500 industrial users on the lines of 395 REA cooperatives. Classification revealed 115 different types of enterprises, which included a number of products essential to our national defense.

Rural America Lights Up answers the questions that the public has been asking in a way that all can understand.—*M. L. Wilson, Director of Extension Work.*

Discussion Reference List

The following are some of the bibliographies and reference lists of inexpensive pamphlets and other material which will be of interest to discussion groups:

American Council on Public Affairs. Committee on Economic Defense. *Total Defense*. 15 pp. 1940. American Council On Public Affairs, Washington, D. C.

Bingham, A. M., compiler. *America's Role in the World*, a reading list. *National Education Journal*, vol. 29, pp. 139-140. May 1940. Published by National Education Association, 1201 16th St. NW., Washington, D. C.

Burke, A. J. Some current references on education in a democracy. New York State Teachers' Association, 152 Washington Ave., Albany, N. Y. (Mimeographed.)

Carnegie Endowment for International Peace. Division of Intercourse and Education. *Handbook for Discussion Leaders, America's Problems as Affected by International Relations*. Edited by U. P. Hubbard. 112 pp. 1940. Carnegie Endowment for International Peace, 700 Jackson Place NW., Washington, D. C.

Matthews, M. A., compiler. *Education for World Peace*, The study and teaching of international relations, select list of books, pamphlets and periodical articles, with annotations. Carnegie Endowment for International Peace. Reading list No. 33, revised 1937.

Matthews, M. A., compiler. *Peace Education*. Select list of references on international friendship for the use of teachers, students, and study groups. Carnegie Endowment for International Peace. Reading list No. 38, 24 pp. 1939.

Matthews, M. A., compiler. *Youth Movement*. List of works on the youth movement, with selected references on student societies, and some accounts of youth-serving organizations. Carnegie Endowment for International Peace. Reading list No. 19, rev. 13 pp. 1940.

Gaffney, M. W. *Student Forums in Democratic Education*. Social education, vol. 4, pp. 168-169, March 1940. E. H. Hunt, editor. Published by American Book Co., 88 Lexington Ave., New York, N. Y.

National Education Association. *Education for the Common Defense*, Twentieth Observance, American Education Week, November 10-16. 31 pp. 1940. National Education Association, 1201 16th St. NW., Washington, D. C.

Sycour, A. E., compiler. *Education Geared to Democracy's Needs*. A selected reading list. *Wilson Bulletin*, vol. 13, pp. 401-3. February 1939. Published by H. W. Wilson Co., 950-972 University Ave., New York, N. Y.

Timmons, W. M. *Decisions and Attitudes as Outcomes of the Discussion of Social Problems* (with bibliography). 1939. Published by Teachers College, Columbia University, New York, N. Y.

Studebaker, J. W. and Williams, C. S. *Forum Planning Handbook*. Prepared for study and discussion for planning groups of educators and civic leaders (with bibliography). U. S. Office of Education Bul. 1939, No. 17, 71 pp. Washington, D. C.

U. S. Office of Education. *Public Affairs Pamphlets*. An index to inexpensive pamphlets on social, economic, political, and international affairs. Rev. 1937. U. S. Office of Education. Bul. 1937, No. 3, 85 pp. Washington, D. C.

U. S. Office of Education. *Forums for Young People*. A study of problems and plans involved in providing forum discussions for high-school and college students, and for young people in the community. U. S. Office of Education. Bul. 1937, No. 25, 113 pp. 1938. Washington, D. C.

THEY SAY **TODAY**

To Preserve the American Way of Life

"The first World War injured our entire national economy, and no industry was hit harder than agriculture. But out of the troubles of farmers grew a better realization of what must be done to help make democracy effective. Farmers found that they must organize and work together. To some this may have seemed a slow process, but out of it, among other things, have emerged national farm programs for agriculture. These programs are built from the bottom up.

"Nowadays, the second World War is having an injurious effect upon our economy and the economy of the world. But out of this war already has emerged a clearer realization of the value of democracy and the danger to it from unbridled force and aggression. Using the democratic processes, this Nation is arming to preserve freedom and to see to it that the enslavement of millions of human beings will pass like the nightmare that it is.

"In this effort to meet the threat to our liberty, the Nation can count upon your organization and farmers everywhere. In a time of crisis, America knows it can depend upon the men who live upon the land. It has been so in the past, it is so now, and it will be so in the future.

"To rearm effectively, however, means more than men and munitions. It means an equitable distribution of the wealth from our unparalleled material resources, help for the underprivileged, security for workers and farmers, and whatever else that is necessary to keep democracy a dynamic force."—*President Roosevelt in message to the American Farm Bureau Federation, December 10, 1940.*

Industry, Labor, and Agriculture

Everybody is thinking now in terms of defense. It is high time. Rather too vaguely, but still sincerely, men in all walks are indicating a recognition that the central and most precious thing we want to defend is democracy. In that work we wrap up the best values of the still-living American dream.

And that is indeed what we do have to defend. It really requires defense. Defense of it really requires unity. Unity requires sound bases.

The great wish for effective national unity is a natural reaction to the things in the world which threaten both our material national interests and our philosophy of freedom.

The challenge of totalitarianism constitutes the emergency aspect of the "national unity"

need. Even this, however, has two vital phases. The first is the necessity of pulling together so as to organize with the maximum speed the maximum of sheer military defense. The second, which involves looking beyond planes, tanks, guns, ships, and mechanized infantry divisions, concerns the deeper challenge of totalitarianism to democracy in this country or anywhere.

That challenge has to do with the workability of free institutions in the modern world. The essence of the accusation of totalitarian theorists and practitioners against the democracies is that the democracies are incapable of achieving enough voluntary unity among their groups to solve problems that are national in scope. The task of defense itself, therefore, must necessarily include the meeting of this underlying challenge as well as the preparation of armaments.

Looking at the whole thing broadly, with any degree of historic perspective, the need for achieving greater national unity appears not as something that has been created by the second World War but as something that existed, regardless of the war, that has been made more desperately urgent by the war, and that therefore must be dealt with at a greatly accelerated pace.

America has tended to be divided by certain forces of the industrial age. One of the broadest aspects of division has been that between city and country. It is a division which is familiar in history from the time when men began to "settle." It has played a large part, if not indeed a determining part, in destroying civilizations in the past; it could play a similar part in destroying our kind of civilization today.

In other words, "imbalance" between agriculture and industry, about which in recent years we have been hearing so much, and about which I intend to say more later, has existed before and, not being remedied, has been ruinous. And the real significance of the complex agricultural programs that America has been going in for is that, however imperfect, they represent the first attempt in history by a great nation like ours to check the drift toward complete submergence of agriculture before it is too late—not as a mere military policy but as a matter of preserving our system. If this could be understood, the attitudes of millions of city people toward the farm programs would be much more constructive.

I shall not develop that further, but shall simply say it is imperative that the rural-urban chasm in America be bridged. This involves primarily a more thoughtful appreciation by city people, city "interests," and city institutions, including the press, of the vital significance of balanced urban-rural life in a society that wants to stay capitalistic (based on private property) and that wants to stay free.—*W. W. Waymack, vice president, Des Moines Register and Tribune, in address before American Farm Bureau Federation, December 11, 1940.*

AMONG **OURSELVES**

■ **CHARLES L. EASTMAN**, author of the article in this issue on the use of color slides, was one of those who received a distinguished service award from the National Association of County Agricultural Agents this year. "With 15½ years of distinguished service in Androscoggin and Sagadahoc Counties, he richly deserves this award," writes Clarence A. Day, extension editor in Maine.

■ **J. M. NAPIER**, author of the article, *Where to Apply the Effort*, has served, with the exception of a short period in the early twenties, continuously as a county agent in South Carolina since July 1, 1913. He has been in one county, Darlington, since August 1, 1914, so he knows the county agent angle. Given temporary leave of absence from his duties as county agent to head up the AAA educational work in South Carolina, he lists as assets the fact that he has "been through the mill" and fairly familiar with farm conditions in the State. Mr. Napier told the story of the South Carolina food and feed survey to an AAA conference of district agents which met recently in Washington.

■ **MRS. MYRTLE FULKS**, author of the article, *National Defense—The Farmer's Duty*, has been a member of the Pleasant Grove Home Demonstration Club ever since it was organized 6 years ago. She is a real farm woman and keeps accurate records of her flock of 175 English White Leghorns. She figured a net profit of \$300 last year which she spent in home improvement. She finds time to raise a large garden and this past year canned 600 quarts of fruits, vegetables, and meats for the family of 3, her husband, and 13-year old son, Travis, who is a 4-H Club member. She is president-elect of the Stone County, Ark., Home Demonstration Council.

■ **MRS. MILDRED WELLMAN**, author of *Rural-Urban Conference Brings Results*, has been home demonstration agent in Rock Island County, Ill., since September 15, 1936. A graduate of the University of Wisconsin, she taught for several years in Iowa before coming to Illinois and making a name for herself as an energetic and efficient agent.

■ **JACK SHELTON**, formerly State agricultural agent and vice director of the Texas Extension Service, has accepted the position of general agent of the Farm Credit Administration in Houston, Tex.

■ **JOHN BRADFORD**, well known among extension agents for his work in training local recreation leaders, died December 8 after a brief illness. He trained recreation leaders in every State in the Union, working closely with the Extension Service and with other public and private agencies. His work in this field will be sadly missed.

Using the Review

Your extra copy of the October *EXTENSION SERVICE REVIEW* has been received and turned over to the local stamp plan office. We are using every means we can think of to induce the merchants to push surplus commodities so that the sales from cash sources may also increase. Any idea as to how to do this job helps. The story entitled "Use of Surplus Commodities Strengthens Health Defense" helps make the grocers want to get on the "band wagon." The picture shows what others are doing and how they are doing it.—*E. V. Ryall, agricultural agent, Kenosha County, Wis.*

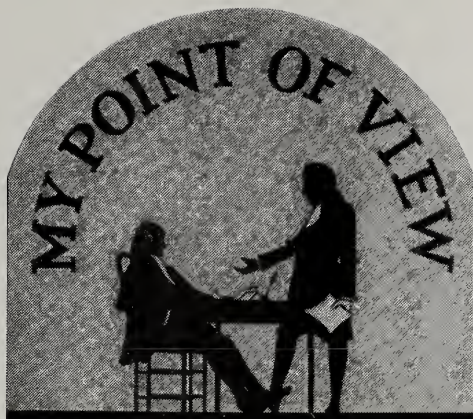
In Favor of 4-H

I was interested in Mr. Clayton's article in the November *REVIEW* on factors contributing to 4-H success. I agree with all the things he says in his article, more or less, but in reading it I was stimulated to think of some of the other significant aspects of 4-H Club work which it seems to me contributed to its success.

I have not the time right now to write out in detail these different points; but, first of all, I would say that club work is psychologically sound in that it provides learning situations which are actually a part of life experience and is not in any way an artificial laboratory situation or pure theory.

I think it is socially significant because of the way in which the program is an actual part of the community life and meets the needs of the people who participate. I think the program is economically worth while because it is an actual enterprise and not the sort which merely has young people making articles for the purpose of winning a temporary award. Its moral and character-building importance is inevitably constructive, since out of the associations centering around work, play, and other activities, character is developed.

From another point of view I think the program is politically opportune in that more than a million young men and women of adolescent age are engaged in kinds of ac-



This is a place where agents are invited to express their ideas and opinions about anything which seems important to them. Those things which please, bother, or help one agent in his work are just the things which prove valuable to other agents.

tivities which give them a sense of ownership and interest in the welfare of the communities of which they are a part. Radical movements rarely develop from among people who own something and have a vested interest in the country in which they live.—*Robert G. Foster, Advisory Service, Merrill-Palmer School, Detroit, Mich.*

Getting Consumer Cooperation

Consumer education must go hand in hand with producer's efforts. Otherwise the producer may not receive reimbursement proportionate to his efforts. This has been found especially true in the case of the production of quality eggs in Montana, where producers have been slow to adopt methods which will result in production of high quality eggs. Nor can they be blamed, because many times about the only thing they get out of their efforts is the personal satisfaction of a job well done. Storekeepers declare they cannot afford to pay producers on the basis of grade since consumers will not pay more for a quality product.

On the other hand it has been difficult to reach consumers. Meetings for consumers are poorly attended, and the average consumer does not realize there is anything he or she should know about eggs. Even the passage of a State law establishing egg grades has made little impression. The law requires that all eggs sold retail be sold on grade and that the containers (cartons or sacks) bear the seal of the grade contained therein.

But people are interested in the efforts of their boys and girls. Therefore, the Montana Extension Service decided to tackle consumer education concerning quality eggs from a new angle. A 4-H Club demonstration contest was worked out, the winner to receive a trip to the

National 4-H Club Congress in Chicago with all expenses paid.

The idea was not to get people to come to the demonstration as a separate attraction, but, rather, to have club members give a demonstration at regular meetings of some service club, ladies' aid, civic group, or any other urban group. When urban organizations learned about the contest and found that the number of meetings were significant in determining the winner, their reaction was what we had hoped for. They were anxious to help the girl in their county by helping her to meet as many groups as possible. Once gaining entree, the girl was able to put on her demonstration and not only convince consumers that they should purchase eggs according to grade but also tell them what constituted the various grades and how to recognize them.

While the contest was conceived to educate consumers, as carried out, we found it had even greater value to the eight 4-H girls taking part. The girls who accomplished most were those who sincerely tried to convince consumers of the value of purchasing eggs on the basis of quality. In doing this they found satisfaction. They appeared at 95 meetings of one sort or another and contacted 2,800 people.

The campaign was featured at a time of the year when prices for the various grades have the greatest spread. This was a distinct advantage.

The score card developed by the 4-H leader and the nutrition and poultry specialists worked better than expected. At the suggestion of the nutrition specialist, participation in the demonstration was limited to 2-year foods-preparation girls, 15 years or older; and this seems to have worked out well.—*Harriette E. Cushman, poultry specialist, Montana Extension Service.*

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ON THE CALENDAR

Northeastern Dairy Conference Annual Meeting, Philadelphia, Pa., March 4-5.

Eastern States Regional Conference, New York, N. Y., March 5-7.

Southwestern Exposition and Fat Stock Show, Fort Worth, Tex., March 7-14.

Texas and Southwestern Cattle Raisers Association 65th Annual Convention, San Antonio, Tex., March 18-20.

Western Arts Convention, Chicago, Ill., Theme—Humanizing the Arts for Service in Contemporary Life, March 19-23.

National 4-H Club Camp, Washington, D. C., June 18-25.

American Home Economics Association Annual Meeting, Chicago, Ill., June 22-26.

REPORTS to the NATION

Charged with new duties as an over-all planning and research agency of the Department, the Bureau of Agricultural Economics is issuing some of its findings in special reports to the Nation at large. The themes are timely and of Nation-wide significance. Problems and potential solutions are outlined. These reports usually cut across bureau lines, to give a comprehensive accounting to the people of the subject involved.

BARRIERS TO INTERNAL TRADE IN FARM PRODUCTS, with a foreword by the Secretary of Agriculture pointing out the critical importance to every economic group of these barriers to free trade between States. The report does not make specific legislative recommendations but indicates where change is needed and the direction new legislation or regulation might wisely move.

TECHNOLOGY ON THE FARM counts the costs and values to our farmers of many new changes found in machines, animals, plants, tillage, and processes. It states the problem, describes technological contributions of recent decades, and discusses their importance and relation to farming and national welfare.

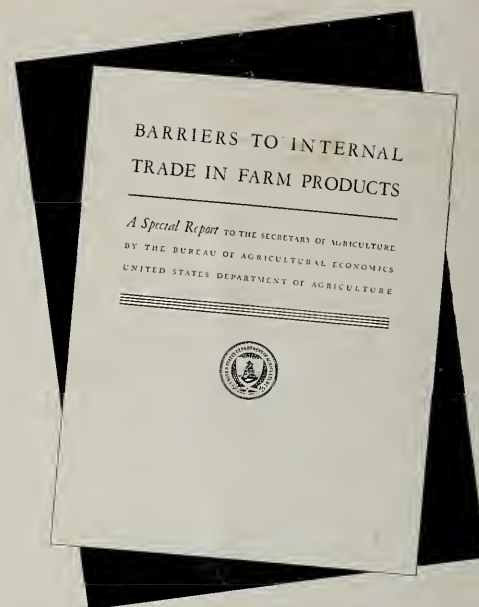
ECONOMIC ANALYSIS OF THE FOOD STAMP PLAN covers discussional matters like reasons, objectives, theory, effects, public reaction to the plan, and potentialities. It recites facts regarding methods, commodities involved, and costs.

THE WHOLESALE FRUIT AND VEGETABLE MARKETS OF NEW YORK CITY. This describes present marketing conditions in New York City, movement of goods through this marketing system, and costs. It indicates the wide significance of this market. It analyzes faults and shows how the system can be improved and why reorganization of the present market will not be enough.

BUREAU OF AGRICULTURAL ECONOMICS

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WASHINGTON, D. C.



REPORTS IN PREPARATION

A PLACE ON EARTH sketches the changed circumstances which led the Federal Government to encourage the development of subsistence homesteads for industrial workers. Are they succeeding or are they failing? Investigators answer bluntly, recording interviews and observations made at "thirteen new colonies."

STATE LEGISLATION FOR BETTER LAND USE analyzes current experience of the States in drafting and administering eight types of State land use legislation: rural zoning, water laws, soil conservation districts, farm tenancy, structure and function of rural local government, rural tax-delinquent land, State purchase for land use adjustment, and management and development of State and county lands.